# Marketing and Customer Relationship - Lesson Plan

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| Time allocated | Work to be covered | Teaching method/learner activities | Resources |
| Session 1  1. 5 Hours - Study  1.5 Hours – Assignment | 2.0 Introduction to hospitality Marketing and Customer Service  2.1 Explain What is Marketing in Hospitality. | * Self study * Tutor explanation | * PowerPoint Presentations * Multimedia Resources |
| Session 2  1. 5 Hours - Study  1.5 Hours – Assignment | 2.1 Discussion on Hospitality Marketing.  2.2. Explain What are the strategies applies in Hospitality Marketing. | * Self study * Tutor explanation | * PowerPoint Presentations   Multimedia Resources |
| Session 3  1. 5 Hours - Study  1.5 Hours – Assignment | 2.3. Describe about Hospitality Customer Service.  2.3.1. Explain on Characteristics in Hospitality Customer Service. | * Self study * Tutor explanation | * PowerPoint Presentations   Multimedia Resources |
| Session 4  1. 5 Hours - Study  1.5 Hours – Assignment | 2.3.2. Describe and Brief about Customer service in Tourism.  2.3.3. Explain on Essential part of Customer Care in Hospitality.  2.3.4. Discuss the keys to be a good Customer Service. | * Self study * Tutor explanation | * PowerPoint Presentations * Multimedia Resources |